



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Montgomery, AL

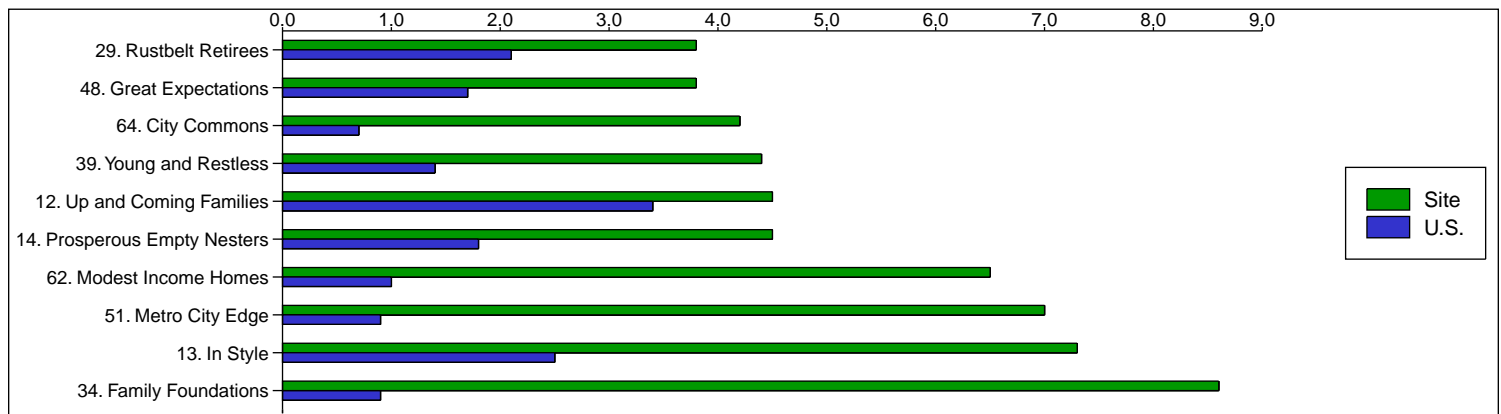
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	34. Family Foundations	8.6%	8.6%	0.9%	0.9%	1013
2	13. In Style	7.3%	15.9%	2.5%	3.4%	293
3	51. Metro City Edge	7.0%	22.9%	0.9%	4.3%	739
4	62. Modest Income Homes	6.5%	29.4%	1.0%	5.3%	644
5	14. Prosperous Empty Nesters	4.5%	33.9%	1.8%	7.1%	246
	Subtotal	33.9%		7.1%		
6	12. Up and Coming Families	4.5%	38.4%	3.4%	10.5%	133
7	39. Young and Restless	4.4%	42.8%	1.4%	11.9%	313
8	64. City Commons	4.2%	47.0%	0.7%	12.6%	616
9	48. Great Expectations	3.8%	50.8%	1.7%	14.3%	217
10	29. Rustbelt Retirees	3.8%	54.6%	2.1%	16.4%	179
	Subtotal	20.7%		9.3%		
11	07. Exurbanites	3.7%	58.3%	2.5%	18.9%	148
12	19. Milk and Cookies	3.5%	61.8%	2.0%	20.9%	177
13	02. Suburban Splendor	3.1%	64.9%	1.7%	22.6%	178
14	56. Rural Bypasses	2.9%	67.8%	1.5%	24.1%	193
15	32. Rustbelt Traditions	2.8%	70.6%	2.8%	26.9%	98
	Subtotal	16.0%		10.5%		
16	46. Rooted Rural	2.6%	73.2%	2.4%	29.3%	107
17	52. Inner City Tenants	2.6%	75.8%	1.5%	30.8%	171
18	41. Crossroads	2.6%	78.4%	1.5%	32.3%	169
19	22. Metropolitans	2.4%	80.8%	1.2%	33.5%	202
20	28. Aspiring Young Families	2.1%	82.9%	2.4%	35.9%	89
	Subtotal	12.3%		9.0%		
	Total	82.9%		35.9%		230

Top Ten Tapestry Segments

Site vs. U.S.

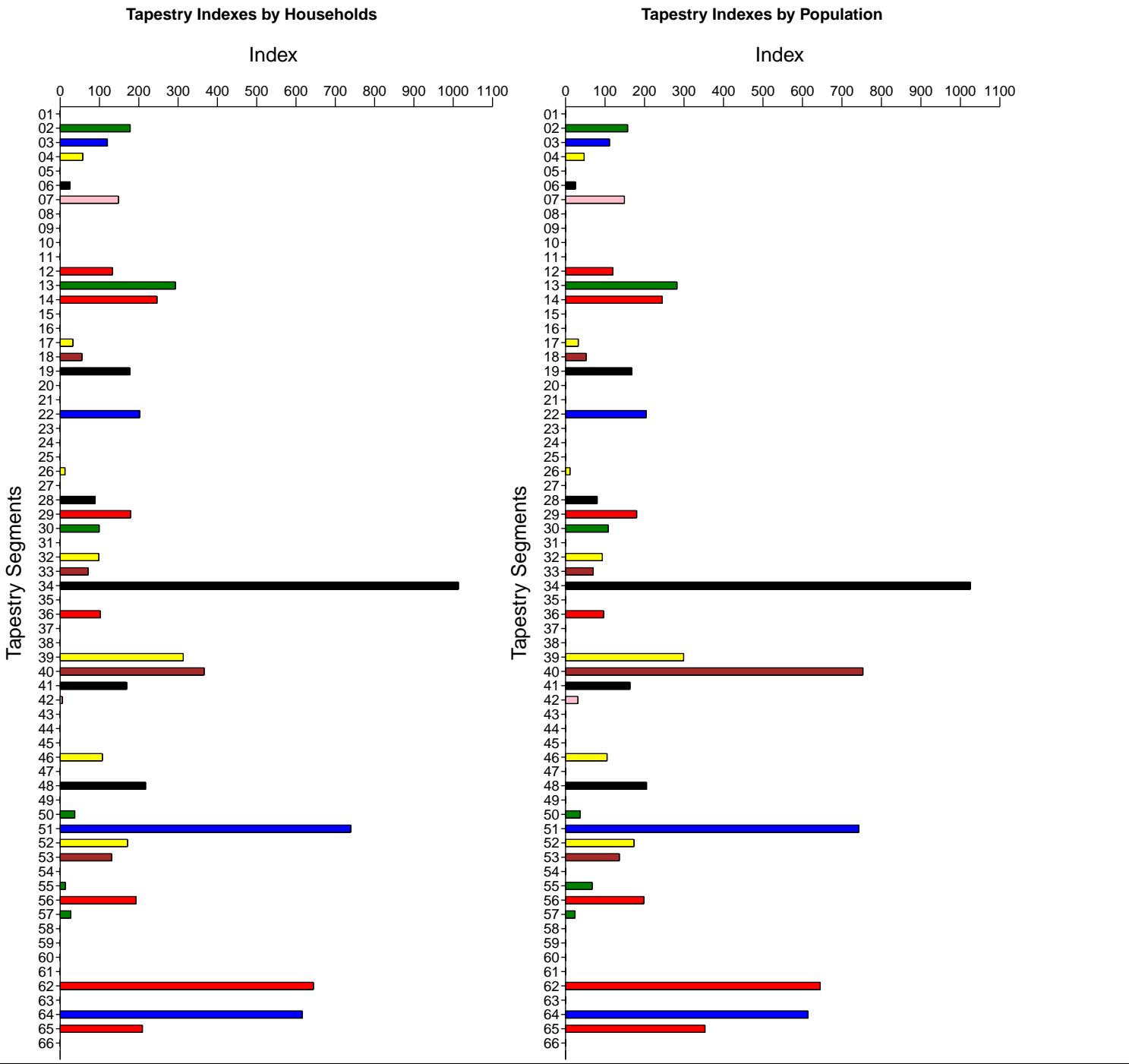


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Montgomery, AL



Tapestry Segments

Tapestry Segments

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Montgomery, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	89,963	100.0%		227,050	100.0%	
L1. High Society	9,381	10.4%	82	23,904	10.5%	75
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	2,783	3.1%	178	7,124	3.1%	157
03 Connoisseurs	1,497	1.7%	120	3,556	1.6%	111
04 Boomburbs	1,151	1.3%	57	2,791	1.2%	47
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	623	0.7%	25	1,747	0.8%	25
07 Exurbanites	3,327	3.7%	148	8,686	3.8%	149
L2. Upscale Avenues	8,852	9.8%	71	20,450	9.0%	65
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	6,532	7.3%	293	14,729	6.5%	282
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	905	1.0%	32	2,382	1.0%	32
18 Cozy and Comfortable	1,415	1.6%	55	3,339	1.5%	52
L3. Metropolis	14,281	15.9%	302	36,947	16.3%	310
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	2,154	2.4%	202	4,576	2.0%	204
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	6,267	7.0%	739	17,418	7.7%	743
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	5,860	6.5%	644	14,953	6.6%	645
L4. Solo Acts	5,764	6.4%	95	10,635	4.7%	93
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,786	2.0%	102	3,304	1.5%	96
39 Young and Restless	3,978	4.4%	313	7,331	3.2%	299
L5. Senior Styles	11,046	12.3%	99	25,907	11.4%	109
14 Prosperous Empty Nesters	4,079	4.5%	246	9,383	4.1%	245
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	3,381	3.8%	179	7,729	3.4%	180
30 Retirement Communities	1,298	1.4%	99	2,753	1.2%	108
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	725	0.8%	37	1,614	0.7%	37
57 Simple Living	345	0.4%	27	639	0.3%	24
65 Social Security Set	1,218	1.4%	209	3,789	1.7%	353
L6. Scholars & Patriots	753	0.8%	58	7,614	3.4%	188
40 Military Proximity	658	0.7%	366	6,494	2.9%	753
55 College Towns	95	0.1%	13	1,120	0.5%	67
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Montgomery, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	89,963	100.0%		227,050	100.0%	
L7. High Hopes	5,276	5.9%	143	11,347	5.0%	131
28 Aspiring Young Families	1,873	2.1%	89	4,130	1.8%	80
48 Great Expectations	3,403	3.8%	217	7,217	3.2%	205
L8. Global Roots	2,333	2.6%	32	5,608	2.5%	25
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	2,333	2.6%	171	5,608	2.5%	173
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	10,911	12.1%	156	28,769	12.7%	139
12 Up and Coming Families	4,037	4.5%	133	10,267	4.5%	120
19 Milk and Cookies	3,111	3.5%	177	8,295	3.7%	168
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	3,763	4.2%	616	10,207	4.5%	614
L10. Traditional Living	11,848	13.2%	150	30,346	13.4%	161
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,499	2.8%	98	5,670	2.5%	93
33 Midlife Junction	1,592	1.8%	71	3,513	1.5%	70
34 Family Foundations	7,757	8.6%	1013	21,163	9.3%	1025
L11. Factories & Farms	4,467	5.0%	52	13,058	5.8%	62
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	122	0.1%	5	1,892	0.8%	31
53 Home Town	1,723	1.9%	131	4,312	1.9%	136
56 Rural Bypasses	2,622	2.9%	193	6,854	3.0%	198
L12. American Quilt	5,051	5.6%	60	12,465	5.5%	59
26 Midland Crowd	404	0.4%	12	976	0.4%	11
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,297	2.6%	169	5,868	2.6%	163
46 Rooted Rural	2,350	2.6%	107	5,621	2.5%	105
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Montgomery, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	89,963	100.0%		227,050	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	4,981	5.5%	117	13,996	6.2%	111
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	3,763	4.2%	616	10,207	4.5%	614
65 Social Security Set	1,218	1.4%	209	3,789	1.7%	353
U3. Metro Cities I	6,762	7.5%	66	16,427	7.2%	63
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	1,497	1.7%	120	3,556	1.6%	111
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	3,111	3.5%	177	8,295	3.7%	168
22 Metropolitans	2,154	2.4%	202	4,576	2.0%	204
U4. Metro Cities II	19,025	21.1%	195	44,289	19.5%	197
28 Aspiring Young Families	1,873	2.1%	89	4,130	1.8%	80
30 Retirement Communities	1,298	1.4%	99	2,753	1.2%	108
34 Family Foundations	7,757	8.6%	1013	21,163	9.3%	1025
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60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	7,053	7.8%	72	15,678	6.9%	61
04 Boomburbs	1,151	1.3%	57	2,791	1.2%	47
24 Main Street, USA	0	0.0%	0	0	0.0%	0
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U6. Urban Outskirts II	12,567	14.0%	272	34,130	15.0%	285
51 Metro City Edge	6,267	7.0%	739	17,418	7.7%	743
55 College Towns	95	0.1%	13	1,120	0.5%	67
57 Simple Living	345	0.4%	27	639	0.3%	24
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	5,860	6.5%	644	14,953	6.6%	645
U7. Suburban Periphery I	21,381	23.8%	152	51,936	22.9%	141
02 Suburban Splendor	2,783	3.1%	178	7,124	3.1%	157
06 Sophisticated Squires	623	0.7%	25	1,747	0.8%	25
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15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	8,769	9.7%	100	25,387	11.2%	123
18 Cozy and Comfortable	1,415	1.6%	55	3,339	1.5%	52
29 Rustbelt Retirees	3,381	3.8%	179	7,729	3.4%	180
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40 Military Proximity	658	0.7%	366	6,494	2.9%	753
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,723	1.9%	131	4,312	1.9%	136
U9. Small Towns	3,022	3.4%	69	7,482	3.3%	73
41 Crossroads	2,297	2.6%	169	5,868	2.6%	163
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	725	0.8%	37	1,614	0.7%	37
U10. Rural I	1,309	1.5%	13	3,358	1.5%	13
17 Green Acres	905	1.0%	32	2,382	1.0%	32
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	404	0.4%	12	976	0.4%	11
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	5,094	5.7%	74	14,367	6.3%	84
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	122	0.1%	5	1,892	0.8%	31
46 Rooted Rural	2,350	2.6%	107	5,621	2.5%	105
56 Rural Bypasses	2,622	2.9%	193	6,854	3.0%	198
66 Unclassified	0	0.0%	0	0	0.0%	0

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